

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BEL1014 – ELECTRONIC COMMERCE

(All sections / Groups)

28th Feb 2017
2.30 pm – 4.30 pm.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (including Cover Page).
2. This question paper consists of FIVE (5) essay questions.
3. Please answer all questions.
4. Please write your answer in answer booklet.

QUESTION 1

Explain and where appropriate, give examples of each of the following terms.

- a) Web 2.0. (5 marks)
- b) Packet Switching. (5 marks)
- c) Digital Certificate (5 marks)
- d) Cloud Computing (5 marks)

(Total 20 marks)

QUESTION 2

Mr Trump would like to learn about social marketing. Explain what is social marketing and the entire social marketing process.

(Total 20 marks)

Continue ...

QUESTION 3

ABC started an online business selling stuff. He is puzzled at the degree of intense competition online. Explain to him **at least FOUR factors** that cause such intense competition.

(Total 20 marks)

QUESTION 4

- a) What is crowd funding? Give examples. (10 marks)
- b) What is freemium business model and why would companies choose the freemium business model? Give examples of apps using freemium business models. (10 marks)

(Total 20 marks)

QUESTION 5

- a) Explain what disruptive technology is and how it affects the newspaper companies. (10 marks)
- b) Discuss **at least THREE (3)** strategies that newspaper companies could adopt to counter these disruptive technologies. (10 marks)

(Total 20 marks)

END OF PAPER